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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. | |
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| 09/585,263 | 06/02/2000 | Donald F. Gordon | SEDN/070CIP4 | 5643 | |
| 56015 | 7590 12/06/2006 | | EXAM | INER | |
| | PATTERSON & SHERIDAN, LLP/ SEDNA PATENT SERVICES, LLC | | | SALTARELLI, DOMINIC D | |
| | SBURY AVENUE | | ART UNIT | PAPER NUMBER | |
| SUITE 100 | | | 2623 | | |
| SHREWSBU | JRY, NJ 07702 | | DATE MAILED: 12/06/2006 | | |

Please find below and/or attached an Office communication concerning this application or proceeding.

Advisory Action

| Application No. | Applicant(s) | |
|-----------------------|---------------|--|
| 09/585,263 | GORDON ET AL. | |
| Examiner | Art Unit | |
| Dominic D. Saltarelli | 2623 | |

Before the Filing of an Appeal Brief -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --THE REPLY FILED 15 November 2006 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. 1. Mar The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods: a) The period for reply expires ____ months from the mailing date of the final rejection. b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection. Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f). Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b). NOTICE OF APPEAL 2. The Notice of Appeal was filed on ____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a). 3. The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because (a) They raise new issues that would require further consideration and/or search (see NOTE below); (b) They raise the issue of new matter (see NOTE below); (c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or (d) They present additional claims without canceling a corresponding number of finally rejected claims. NOTE: _____. (See 37 CFR 1.116 and 41.33(a)). 4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324). 5. Applicant's reply has overcome the following rejection(s): 6. Newly proposed or amended claim(s) ____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s). 7. For purposes of appeal, the proposed amendment(s): a) \square will not be entered, or b) \boxtimes will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended. The status of the claim(s) is (or will be) as follows: Claim(s) allowed: Claim(s) objected to: Claim(s) rejected: 1,2,5,7-10,13 and 14. Claim(s) withdrawn from consideration: __ AFFIDAVIT OR OTHER EVIDENCE 8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e). 9. The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1). 10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached. REQUEST FOR RECONSIDERATION/OTHER 11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet. 12. Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s) 13. 🔲 Other: ___ JOHN MILLER SUPERVISORY PATENT EXAMINER TECHNOLOGY CENTER 2600

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Continuation of 11. does NOT place the application in condition for allowance because: Applicant argues that the examiner is too broadly interpreting the Ellis disclosure, and argues that simply because Ellis refers to the bit maps used to display the program guide information are downloaded, there is not indication that they transmitted from the headend, asserting that only program guide information is downloaded from the headend (applicant's remarks, pages 7-8).

In response, Ellis specifically states in column 6, lines 28-32 "When the schedule system is operating, as discussed in greater detail hereinbelow, the microcontroller 16 takes the program schedule information stored in the DRAM 18 and, in conjunction with other downloaded data types such as stored bit maps for the screen configuration..." From this it is clear that the program schedule information is a downloaded data type, and the stored bit maps are in the same manner also a downloaded data type. In fact, the system downloads all manner of content from the download center. For example, application software is also downloaded from the data center (see col. 5, lines 1-11 and 36-51). The data stream from the data provider is inclusive of all downloaded data types, such as programming information, bit map data, and application software. Column 4, lines 55-67 states the content of the data stream as including program guide information, but does so merely by way of example and does not limit the content of said data stream to just program guide information, as evidenced by the cited portions of columns 5 and 6.

Further, applicant argues that there is no indication the bit maps are actually encoded at the headend, should they be downloaded from the headend (applicant's remarks, page 8).

In response, the encoding of said bit maps is performed by the headend so that it may be inserted into the input signal which is part of a standard broadcast, meaning that the data must be encoded into the broadcast stream, as either a stand alone modulated broadcast or inserted into a channel with program content (see col. 5, lines 1-11).